



Governor Terry E. Branstad
Lt. Governor Kim Reynolds
San Wong, Director

MEETING Meeting
IOWA COMMISSION OF LATINO AFFAIRS MEETING

(Latino Affairs is under the Community, Advocacy and Services Division-CAS of the Iowa Department of Human Rights).

Thursday, February 26 2015

Eleanor Meeting Room, Lucas State Building – 2nd Floor
321 E 12th St., Des Moines Iowa 50319

9:00AM - Noon

Persons who wish to participate by phone should call 866-685-1580.
When prompted, enter conference code: 0009991931 #

- I 9:00 AM** Call to Order and Introductions. **Sal Alaniz**
Meeting started at 9:31am.
Present: Sal Alaniz, Ramón Rodríguez, Juan Rodríguez and Alejandro Pino present.
Janice Edmunds-Wells arrived at 11:45am approximately.
Staff: Alba Perez and Monica Stone.
- II 9:10 AM** Approval of minutes for November 7, 2014. **Sal Alaniz**
Motion to approve the minutes by commissioner A. Pino, seconded R. Rodriguez.
All in favor, minutes approved.
- III 9:20 AM** DHR Director's Report. Director not present, A. Perez submitted financial report. **San Wong**
- IV 9:40 AM** Executive Officer's Report. **Alba Perez**
Alba Perez reported on her activities. The Latina Leadership Initiative of Greater Des Moines, an initiative that started in 2012 has obtained nonprofit status. A. Perez is currently the chair of the board and from now on she will be volunteering for the organizations but no longer on state time due to her position on the board.
A team has been established under the CAS Division at the department to work on the website(s) for the CAS division and also to help the department in the rollout of the new pages for the different offices. The discussion has included social media. Once the pages are approved then each office will have more control over the posting of information. Keep in mind that the executive officer and program planners will be the ones doing that work. Perez also shared that perimeters and criteria will be established for what is posted online. A. Perez also shared that before her departure for break in December she sent a letter to the consulate generals that visited Iowa in 2013 for the First Consulate General Meeting event in Iowa. The letter apologized for not repeating the event in 2014 due to difficulty scheduling time with state leaders due to midterm elections, etc. In addition in the letter A. Perez shared the desire to repeat the event this summer and indicated she would reach out to the respective consulate general offices. She also shared information about the Latina Icon's video project. The project is a historical



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perspective from the view point of two long term Latina leaders, Mary Campos and Ila Plasencia. The video rough draft will be available in a couple of weeks.

V 9:50 AM Commissioners Reports based on template proposed by Sal Alaniz

Education Sub Committee Report by **Monica Stone** Assistant to Director Wong.

See notes in addition to verbal report. M. Stone provided a recap from the inception of the subcommittee until the February 19, 2015 meeting.

M. Stone shared at that meeting the group spoke of the existence of the [Iowa Collaboration for Youth Development](#) (ICYD). The group is an interagency effort involving multiple state-level departments established since 1999 that works to coordinate efforts to support positive youth development throughout Iowa. Director Brad Buck was present at the February 19th meeting and he indicated that in ICYD there is a great need for support in establishing the goals of the community and parental engagement initiatives and an area that could use input and collaboration from the Education Subcommittee. The next ICYD meeting in March 25th, 2015. M. Stone also indicated that A. Perez and other staff from the Community Advocacy and Services – CAS Division at the Iowa Department of Human Rights will be discussing involvement in this effort. Ms. Stone indicated that a appoint a point person will chosen to keep the rest of the offices informed and engaged, the challenge is to have all voices hear and Alba and I will do our best effort to have all voices of underrepresented communities heard. This engagement with an existing group such as ICYD is ideal.

Chair Sal Alaniz indicated Iowa State University Extension will hire a person to work on the achievement gap issue from their side. Addressing the achievement gap for Latinos and other underrepresented communities originated in the Commission of Latino Affairs.

Director Brad Buck said that there was a need for this community and parental engagement effort and that will take time.

Ms. Stone said that as those goals are developed she will keep the commission informed and will for feedback as well. In addition Ms. Stone indicated that there will be measurable results as part of this effort to help make necessary adjustments. Commissioner Pino asked how long ICYD has has been in place. Ms. Stone, since 2010 and chair Alaniz indicated one can sign up to receive updates in ICYD webpage.

Commissioner Ramon Rodriguez asked if there are some existing measurements or data.

Ms. Stone indicated that there is and she will send to the commissioners and she pointed another resource in our department, [Iowa Division of Criminal & Juvenile Justice Planning](#).

Chair Alaniz expressed the question, how do you work with parents to better the student's.

Alba Perez stated the pride she feels on how the commission's 2014 public policy priorities brought about this initiative that is now at a director's level in the Iowa Department of Education that will impact Latinos and other underrepresented communities in the long run.



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Opportunities for & Changing Needs of Latino Population - Outreach Reports **Sal Alaniz**

Chair Sal Alaniz Report. I enjoyed my outreach to western Iowa. I will continue my outreach when the weather improves to seek engagement with nonprofits and other organizations. I will continue disseminating information via email.

Juan Rodriguez Report. I am continuing to work on education as part of La Reina Magazine. We are informing Latinos about scholarships. I am in contact with DMACC and with Marcela Hermosillo who will be going back to the state, Iowa College Aid Commission and will continue to work with her. Chair Alaniz indicated that Hola, Tarcio Macias is looking to move to statewide TV projection. Commissioner Ramon Rodriguez asked if Latino Affairs has the capability to work with social media such as Facebook, broadcasting online on YouTube, etc. Alba Perez invited the commission to submit their feedback on social media to the CAS division. Alba Perez also thanked Juan Rodriguez for the magazine article about the Office of Latino Affairs and for inviting Emigdio Lopez-Sanders from the Civil Rights Commission of Iowa to speak on one of the top issues of complaints for Latinos, discrimination in the workplace and housing. Mr. Lopez-Sanders will hopefully continue to come to the radio station.

Chair Alaniz said media outlets are very costly, radio or television. How can we work with such media such as the media owned by Juan Rodriguez without causing a burden on his outlet? Commissioner, J. Rodriguez would like a model where he would have persons around the state providing written articles to the magazine. J. Rodriguez is also planning or hoping to transition his for profit media venture to a nonprofit, this takes time. Chair Alaniz, what can we do to reach out statewide with technology? To offer a platform?

Commissioner J. Rodriguez indicated that he will continue to move with technology but will maintain the radio until the last minute.

Motion to create a subcommittee on state wide communications by Chair Sal Alaniz seconded by Commissioner Alejandro Pino. Commissioner Juan Rodriguez volunteered to lead the communications subcommittee yet indicated he will need assistance. Alejandro Pino volunteered to help in this endeavor. Alba Perez suggested that the subcommittee states their purpose, for instance, i.e.: The Communications Subcommittee will assess the communication needs of the Latino community, assess the resources available and then report before moving forward. The commission members present agreed that would be a start. Juan Rodriguez in his effort of turning his for profit into a nonprofit would dedicate his media outlets to educate and make the station available to other groups. Local news he said are difficult to cover because they need to be translated, it requires more manpower.

Alejandro Pino Report. In the Cedar Rapids, Iowa City and North Liberty areas there have been some forums the Latino and African American communities to address opportunities and challenges that come with population increase. The local community has been proactive and hosted a forum. Job opportunities are good. We will have an immigration forum this coming Sunday to address [Deferred Action for Childhood Arrivals \(DACA\)](#) and [Deferred Action for Parents of Americans and Lawful Permanent Residents \(DAPA\)](#). Pino also indicated that the Iowa Department of Health is in touch with him as well to do Latino outreach. Pino had shared the desire by community in his area to create a multicultural center. The group is getting ready to submit their nonprofit application paperwork and there is excitement around this initiative. In addition Alejandro Pino reported that a Peruvian Society is beginning to take shape in his area too. There is a growing Peruvian population in the Cedar Rapids area. The group will meet this weekend and in collaboration with Mr. Juan Rodriguez the Consulate General of Peru will be in Cedar Rapids in March 26th.



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Ramon Rodriguez Report. I have been working with the military units with Adjunct general Orr. Recruitment of minorities is challenging, we do not have recruiters that reflect our communities. I am proposing to reach out to Latinos. We have great benefits, for instance education via the GI bill it is a great way to get your education and give back to our country. I will speak to National Guard in a large meeting to talk about concentrating in the Latino community. We need Latino recruiters to focus in that effort. With Latino recruiters we can have mentors and leaders engaging with Latinos in Iowa. The Iowa National Guard has additional funds for eight years of college; this also correlates to the Education Subcommittee – opportunities for free education. The Iowa National Guard also has an initiative called Job Connection Education Program – JCEP. A local corporation, the Principal Financial Group won our freedom award; highest award of this nature for their support of the military working in their company. Second farm Dan Augustine Farm won the award in 2007. The service men working for them that nominate them. The owner of the farm is an ESGR volunteer.

Liaison & Partnerships – Iowa Department of Health, Iowa Department of Education, ongoing.

Legislative & Executive – Alba Perez, would it be of interest to have a Public Policy Priorities subcommittee. Sal Alaniz, I propose that we come together to draft our future public policy priorities with an attachment that looks for engagement with the legislature and the governor's office. The homework prior to the next commission meeting is for commissioners review last public policy priorities (2014 document will be enclosed) and update the public policy items and the state of the state to the governor. Alba Perez, a year to year report may not be a feasible endeavor for our office due to lack of staff and resources.

Sal Alaniz

VI 11:00 AM Department of Human Rights Board representative report.

Sal Alaniz

VII 11:25 Iowa Department of Public Health, Multicultural, Office of Minority and Multicultural Health

Janice Edmunds-Wells

The Executive Director of Office of Minority and Multicultural Health in the Iowa Department of Public Health introduced herself. She shared the following:
We are a 15 member advisory group that presents the six regions of the Iowa Department of Health. Our advisory group is comprised of minorities or individuals that work closely with minorities. This year the one of our initiatives was to meet with all the offices of CAS in DHR. I was the first Program Planner for SAA and have been close to the department even after my departure. I am sharing a document with our strategic plans information. We do have this information online. I also shared a brochure and bookmark, marketing materials (pen) to highlight what our council does. We are working with SALUD in the Siouxland Community Center. This is a coalition to address health issues related to the Latino community. We do our best to provide information in Spanish and we work with health centers around the state in working about women's health issues. We also work in communication and education that is accessible not only in different languages and other forms of communication that is culturally



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appropriate. I am in the only staff person in the office. Our office is the conscious of public health, asking the questions such as: are you reaching out to minorities, are your materials culturally appropriate. Once the office was established then in 2006 we were codified and then created the advisory council. Language has been an issue to have more certified interpreters and translators this is a barrier for Latinos. I refer them to the Latino Affairs website. SALUD, we were able to fund women to attend professional development workshops. Alaniz, would your office continue? Janice, we have had a lot of transition. I am close to retirement myself. I have an internship program were many minorities have participated. There is much discussion about health equity. I don't know, I am currently functioning from year to year. I do cultural sensitive training. I do address LGBTQ and I serve several LGBTQ related organizations. Pino, you mentioned Latino Health Centers. Janice, if you go to our website you will find the clinics but all clinics serve all people as well. As commissioners if you want to collaborate with my office to do something in your area feel free to reach out to me. Alaniz, is the continuation of your office depending on funding from the state. Janice, there are only a few offices such as the one I work in. Title 80% comes for Title V block grant and 20% comes out of cancer disease prevention. There is no line item for this office. With my division director retiring I had to go to the IDPH director to find out where our expenses such as travel come will come from. Alaniz, when I look at the charter of the commission I see this is what we are commanded to do, to address this. I want to work with other commissions about giving this a voice. It calls for more than a legislative priority. Janice, our communities are in a "basket" who helps remind health service providers to keep the needs of underrepresented communities in mind. Alba will provide Janice's contact information. Alba will give Janice Juan's info.

VIII 11:40 AM Public comment. **Public** (Signup sheet available).
No public comment, none on the phone none present.

IX Noon Adjourn.
Adjourn by 12:01

Minutes respectfully submitted by Alba Perez. No additional edits or corrections were submitted by the commissioners.

ACCESSIBILITY - Commission meetings are open to the public. The sites are accessible for people with mobility limitations. If other accommodations are needed, please contact the office prior to the meeting. For further information, contact Alba Perez at 515.281.4080.